

# INTEGRATED COMMUNICATION, EDUCATION AND THE KNOWLEDGE MANAGEMENT STRATEGY DEVELOPMENT



**K**nowledge Management is an essential requirement within a comprehensive communication and education strategy, driving the evolution of a vibrant health-centric culture and employee adoption of direct and active health responsibility. Integrated and fully aligned Leadership, Communication, Education, Knowledge Management, Health Improvement, Wellness, Lifestyle, Disease Management and Reward (incentives) are all critical to successful Employee Engagement and Popular Culture.

AssetHealth understands that strategic planning and leadership comprehension are essential to the successful management of employee health as a valuable business asset. It is important that leadership is actively engaged in the approval, rollout and the ongoing management of the communication and education strategy adopted, ensuring the delivery of a strong, consistent message.

AssetHealth is pleased to assist our clients in the design, development and execution of successful communication and education

strategies in accordance with management's objectives and specific directions. The following is a summary review of the primary tasks within this process. This detail is divided into three phases to illustrate the degrees of involvement.

## **Phase 1**

- Review and discussion of the integrated communication/education process and evaluation of requirements, cultural barriers and challenges.
- Definition of key messages, core



management language and management-layer segmentation.

- Development of program themes.
- Detailing and selection of the scope of products to be implemented and produced.

### **Phase 2**

- Development of Key Message libraries inclusive of definitions and plan descriptions.
- Detailed review of vendor capabilities, challenges and integrated communication/education requirements.
- Definition of responsibilities (inclusive of vendors), timelines for development

and production, the management schedule and the methods utilized for product distribution and ongoing engagement, inclusive of reward integration.

### **Phase 3**

- Rollout communication/education plan to key management stakeholders.
- Continue to define the key Leadership messages and management language in accordance with the agreed progression.
- Assist in or manage the production of individual products as defined by the plan.
- Define program evaluation requirements.

- Initiate and maintain ongoing education management process as defined by the established timeline and the plan progression.
- Execute program evaluation process for continuous input and improvement.
- Continue to define the ongoing adjustments and modifications as desired.

A more detailed discussion of the communication/education management process within a comprehensive Engagement Strategy, inclusive of the Knowledge Management process, can be provided as requested, ensuring seamless integration.